

CASE STUDY



Year on year specialist event attendance figures up thanks to social media.

“We’ve always used very traditional routes to market previously – flyers, knocking on doors, leaflet drops. The Connecting Cheshire free workshops empowered us to push our message out through social media with fantastic results already!” said Director, Graeme Corlett.

This One Counts (TOC) was set up with a goal of introducing a sense of adventure into peoples’ lives through adventure sports and activities such as trail running and adventure racing. Set up by Graeme Corlett and Jamie Evans TOC is based on a lifelong love of sports and passion for adventure. Self proclaimed digital phobics – they were recommended to the programme by a contact in the digital arena.

What the programme did for us:

- Highlighted opportunities for improvement
- Pinpoint changes that could easily be made to the existing website
- Helped realise how many people could be reached via social media

This enabled us to:

- Use website to showcase events more effectively
- Initiate a Facebook and Twitter campaign to post at least twice a week
- Write blogs and share them via social media

What was the impact on our business?

The Challenge... “Being from a corporate background which is in sharp contrast to the TOC business model presented a personal challenge in the way I approached marketing of the business. We want people to be excited about our events and buy into our ethos as well as take part. This is easier said than done via traditional channels which are costly, time consuming and often not well received,” said Graeme.

The Outcome... “The programme has enabled us to develop our digital marketing plan to include site updates with a view to upgrading the site in the future. The contact we have with our customers has increased significantly. This coupled with our new awareness of social media as a marketing tool has had an immediate impact with registrations for this year’s NITro North 10k trail run, which takes place on the 7th of March in the dark, already significantly up on last years.”

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